

WELCOME



FINDING THE WAY:
*Designing way-finding
friendly*

architecture & signs

A Presentation for



**The 24th Annual Air Force
Medical Service Facilities**

Management Symposium

signplanning.com

INTRODUCTION



- Established in 1987
- Specialize in Healthcare, Academic & Office Environments
- President was Chief Architect at Children's Hospital Pittsburgh for 8 years
- Current staff of 13
- Worldwide clientele
- Member of SEG D
- Member of ICC

Sign Consulting & Design Services

- Interior & Exterior Sign Master Planning
Wayfinding
- ADA Compliance
- Life-Safety Sign Planning
- Map Design
- Room-Numbering
- Wayfinding Brochure Design
- Donor Recognition & Honor Walls

1

WAYFINDING: *Meaning & History*

DEFINITION

Wayfinding (verb)

Described by Passini & Arthur as:

Finding one's way to a destination;
spatial problem solving comprising three
interdependent processes:

1. Information processing
2. Decision-making
3. Decision execution

DEFINITION

Wayfinding System

A coordinated system of informational and environmental cues that help people understand the layout of their surroundings, and formulate actions to effectively navigate unfamiliar spaces.

2

MENTAL PROCESSES OF WAYFINDING

DEFINITION

Place Legibility

The ease in which people understand the layout of a place.

DEFINITION

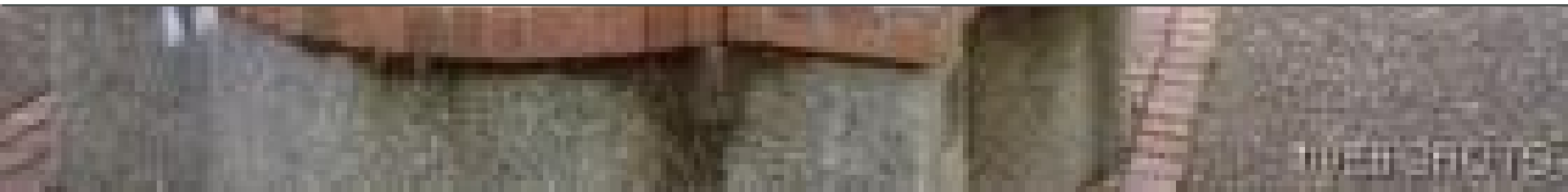
“Image of the
City”
By Kevin Lynch

COGNITIVE MAPPING

- PATHS-Hallways
- EDGES-Walls
- DISTRICTS-Substantial sections of a building
that have an identifying character
- NODES-Intersections, Decision Points
- LANDMARKS-Statue, Fountain, Planter



Defined Path and Edges





Districts





Nodes



Landmark



Magic Kingdom® Park



Main Street, U.S.A.®

1 Walt Disney World Railroad

Adventureland®

2 Jungle Cruise

Liberty Square

8 The Haunted Mansion

9 The Hall of Presidents

Fantasyland®

15 Dumbo the Flying Elephant

16 The Many Adventures of Winnie the Pooh

17 Mad Tea Party

Tomorrowland®

22 Tomorrowland Indy Speedway
Presented by Indianapolis Motor Speedway

23 Space Mountain

24 The ExtraTERRORestrial

Lynch's Principals at Work

Frontierland®

5 Splash Mountains

6 Big Thunder Mountain Railroad

7 Country Bear Jamboree

12 "it's a small world"

13 Cinderella's Surprise Celebration

14 Cinderella's Golden Carrousel

19 Minnie's Country House

20 Mickey's Country House

21 The Barnstormer at Goofy's Wiseacre Farm

26 Space Ranger Spin
©Disney/Pixar

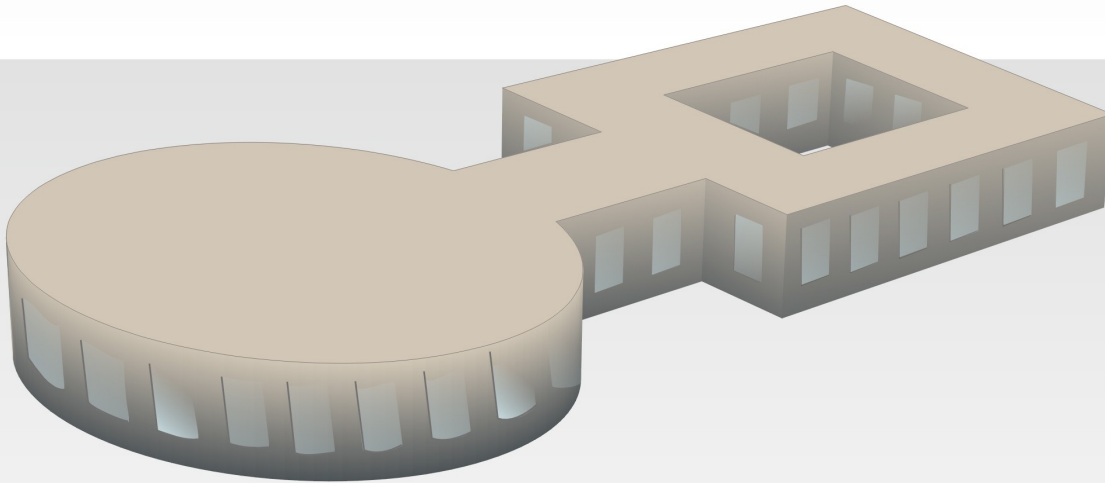
*** Share A Dream Come True Parade

*** SpectroMagic Parade

3

ARCHITECTURAL DESIGN PRINCIPLES FOR WAYFINDING: *The Prevalent Communicator*

Does



Doesn't



Shapes Communicate circulation



Parking Adjacent to Entrance with Well-Defined Accessible Connecting Path



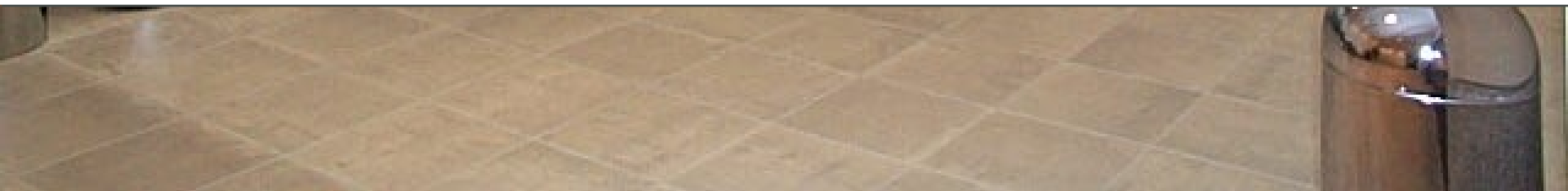
Well-Defined Public Entrance



Poorly Defined Public Entrance



Information Desk Visible from Entry





Prominent Elevator Lobby Visible from Entry



Interior Circulation





Consistent Lighting, Flooring and Architectural Finishes



Public Corridor



Non-Public Corridor

BASICS

Sufficient Lighting

- 30 foot-candles minimum recommended.
- Fluorescent bulbs with CRI of 80 or above to help older eyes see colors.
- Multiple light sources instead of one bright source.
- Finishes that are non-glare.



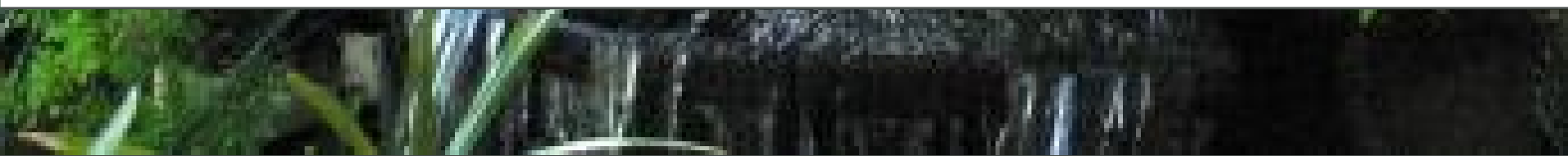
Good

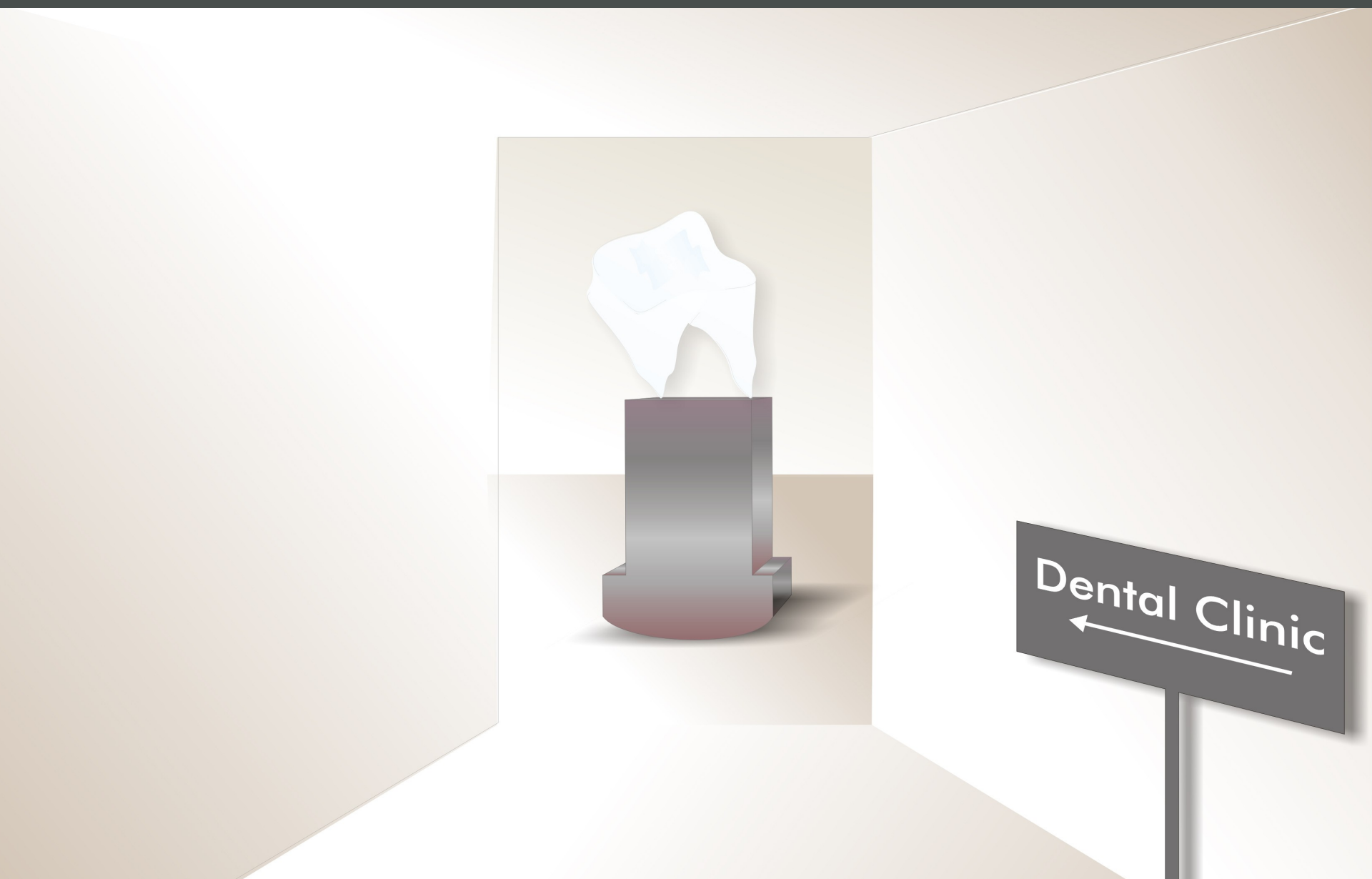
Bad

Good and Bad Lighting



Audible and Scented Landmark





Line Of Sight - "Wienie"



Mnemonic Elements

4

SIGNAGE DESIGN PRINCIPLES & CONSIDERATIONS FOR WAYFINDING:

Human Factor

- 50% of the American population is functionally illiterate
- 15% have perceptual or cognitive impairments
- 2.8 million people are color blind
- 100 million Americans are visually disabled

without corrective lenses (70% being myopic)

- 28 million Americans have some hearing loss

Laws, Codes & AHJ's

- ADA-Design & Placement of Signs
- State Dept. of Health - Radiation Warnings
- NFPA - Life-Safety Signage
- HIPAA - Patient Rights
- ANSI - Cautions & Warnings
- NRC - Radioactive Materials
- Local Fire Marshall - Life-Safety
- Post Office - Room Numbering
- Other AHJ's

3rd Medical Group Hospital

Welcome To  Bear Area

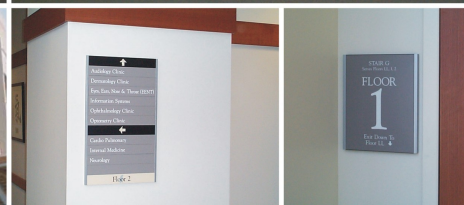
Entering  Wolf Area

Welcome To  Moose Area



You Are Here:

Graphic maps included with facility directories help to communicate to overall wayfinding plan and orient the visitor



Wayfinding Premise:

The building has been segmented into 3 vertical areas; Bear, Moose and Wolf. The bear and moose designations are based on existing statuary at the two main entrances and support this theme as pneumatic devices.

The wolf designation has been selected by the facility to represent the third section of the facility and a wolf statue has been added in that area. The public elevators in each area are named correspondingly (i.e. Moose Elevators are found in the Moose Area).

Client

United States Air Force,
Elmendorf AFB, Anchorage, AK

Scope

Planning of comprehensive ADA compliant wayfinding, life-safety, regulatory and informational signage for a 500,000 SF medical center

Overview

This facility was three years old and had signs that did not meet ADA requirements and were deficient for life-safety codes. Additionally, the directional signs were expensive and difficult to maintain.

ASA designed a creative new sign plan for the facility that meets ADA guidelines, complies with life-safety codes and is now maintained in-house for faster, less costly updates

Architectural
SIGN
associates

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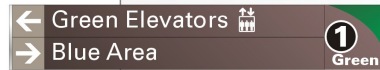
How the wayfinding works

1 Directories at entries and elevators have 'You Are Here' maps. A list of departments and other key destinations indicate the floor and the color-coded area where each is located.



The Concept

The medical center has been divided into 9 vertical areas, each identified by a unique color. The areas have been defined based on public elevator locations, architectural layout, and the services in each area.



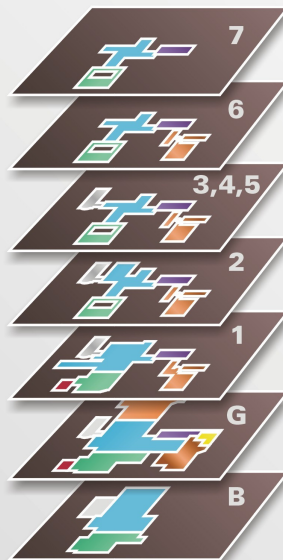
2 Overhead wayfinding signs direct to color-coded areas and elevators

1 Entering Blue Area

3 Area transition signs indicate when the user enters a different color-coded area

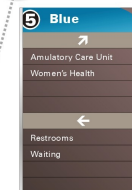
Blue Elevators
Serves Floors B,G,1-7

Elevators are named after the color of the area they serve



6 Destination identifier

5 Eye-level wayfinding signs direct to specific destinations within a color-coded area



CONCEPT

Developing a
signage/wayfindin
g scheme

- New Construction vs. Existing
- Capitalize on Architectural Elements, Landmarks, and Organization

SIGNAGE

Information

- Names
- Terms
- Lists
- Quantities

SIGNAGE

Product Selection

- Custom vs. Semi-Stock



Morrisson
Gallery

A 3D sign for Morrisson Gallery. The sign features a blue oval with the text "Morrisson" in bold white 3D letters and "Gallery" in white 3D letters below it. The oval is mounted on a gold-colored metal frame that has a square shape with four rectangular cutouts. The sign is attached to a light-colored wood-paneled wall. A dark metal door handle is visible in the top right corner of the image.

3

Library Directory

Collections

Floor

Alice Marshall Collection	3
Books A-G	2
Books H-Z	3
Bound Periodicals	2
Current Periodicals	2
Curriculum Materials	3
Government Documents (Pre-1995)	2
Juvenile Literature	3
Maps	2
Microforms	2
Multimedia	1
New Titles	1
Oversized Materials	2
Periodicals	2
Phonograph Records	2
Reference Collection	1
Reserve Collection	1
Slide Library	3
Special Collections	3
Technical Reports	2
Theses & Dissertations	2



3



2



1

Study & Service Areas

Assistive Technology	104
Circulation	Floor 1
Copiers	Floor 1, 2
Conference Room	105-B
CyberCafe	Floor 1, Floor 2
Faculty & Graduate Council	Floors 2, 3
Group Study Rooms, Floor 1	103B-C
	103E-H
Group Study Rooms, Floor 2	203A-C
Group Study Rooms, Floor 3	304A-C
	303A-B
Handel Honors Study	203B
Information	Floor 1, 2
Interlibrary Loan	102
Library Administration	105
Library Instruction Lab	106
Microforms	Floor 2
Multimedia Viewing	Floor 2
Morrison Gallery	Floor 1, Floor 2
PA State Data Center	103
Periodicals	Floor 2
Periodicals & Microforms Off.	203
Reference & Information	Floor 1
Reserves	Floor 1
Seminar Rooms	302, 304
Special Collections	Floor 3
Technical Services Offices	204
Technology Classrooms	106, 109

PENNSSTATE
Harrisburg

3

→ Alice Marshall Collection
Seminar Room 302
Special Collections

← Seminar Room 304
Slide Library

3

→ Restroom
→ Room
← Room

SIGNAGE

Typography

- Text Sizing
- Font Selection
- Case Usage
- Background

SIGNAGE

Symbols

- Advantages
- Limitations

SIGNAGE

Color

- Selecting Neutral -VS- Color
- Color - Coding
- The Color - Blind

SIGNAGE

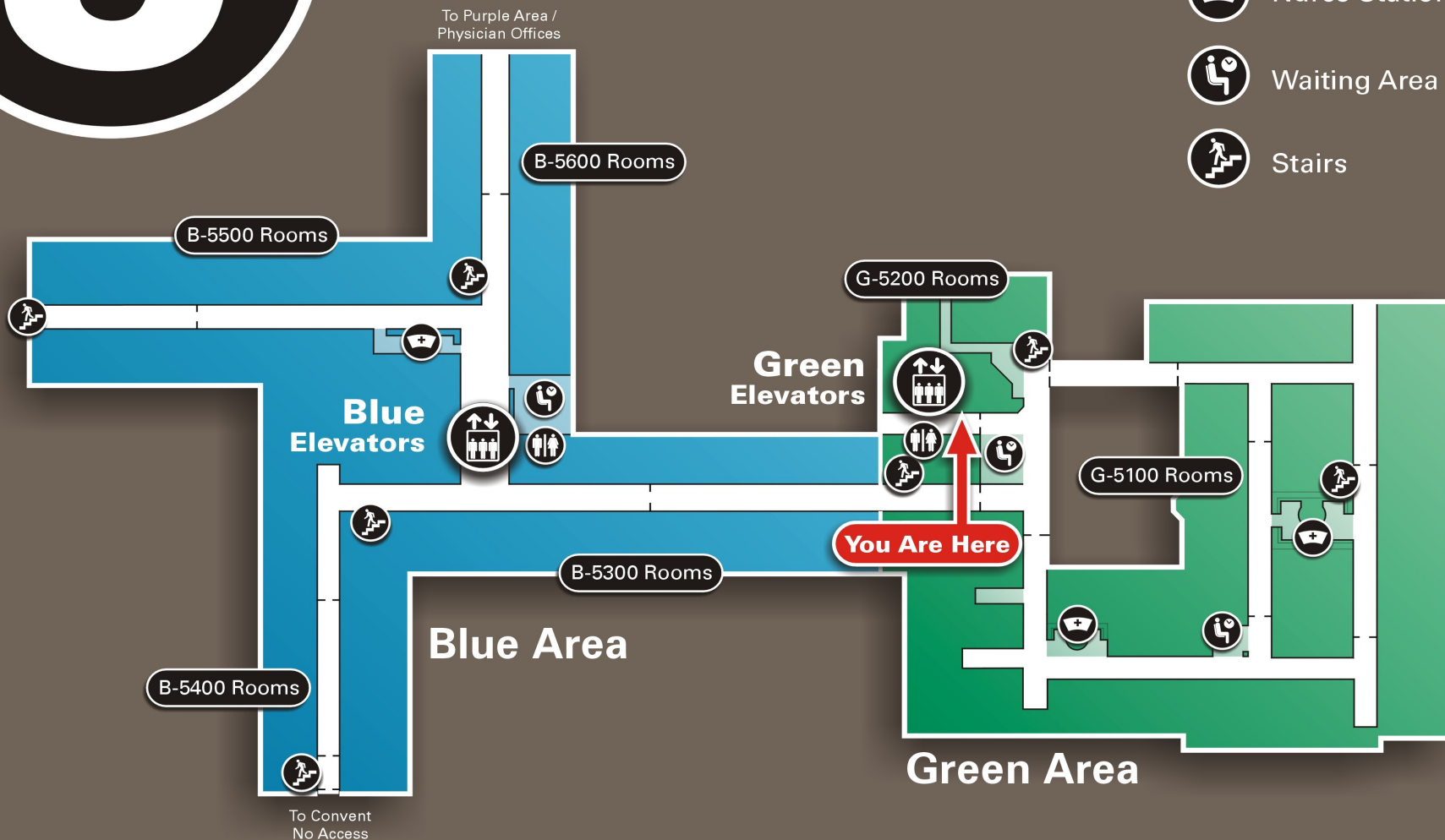
Maps

- Cognitive Mapping
- Reliance
- Implementation

5

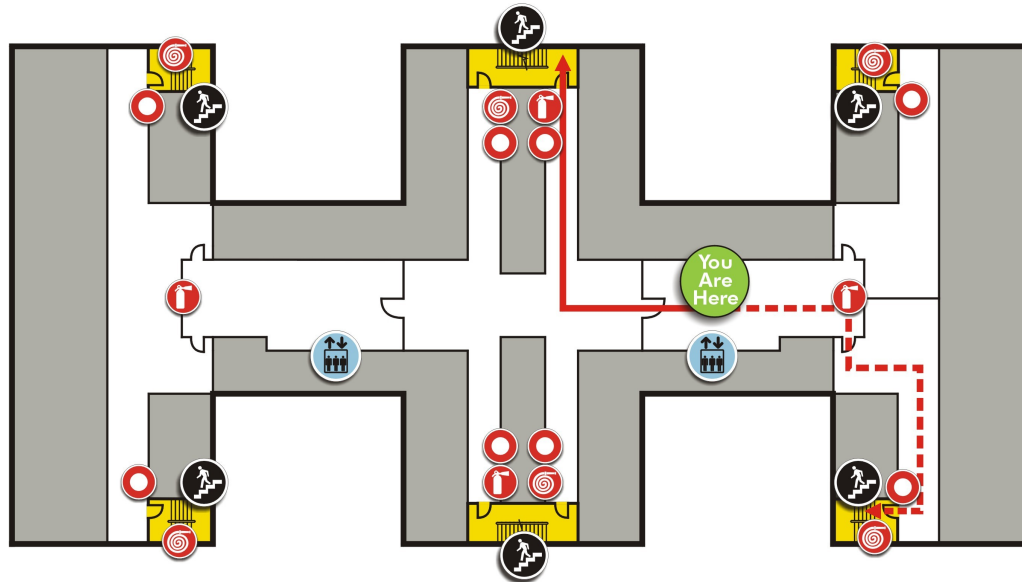
Green

-  Public Elevators
-  Restrooms
-  Nurse Station
-  Waiting Area
-  Stairs



4

Duquesne Towers



- Primary Evacuation Route
- Secondary Evacuation Route



Evacuation Stairs



Elevator



Service Elevator



Rooms / Misc. Space



Fire Alarm Pull Station



Open space



Fire Extinguisher



Fire Hose Connection

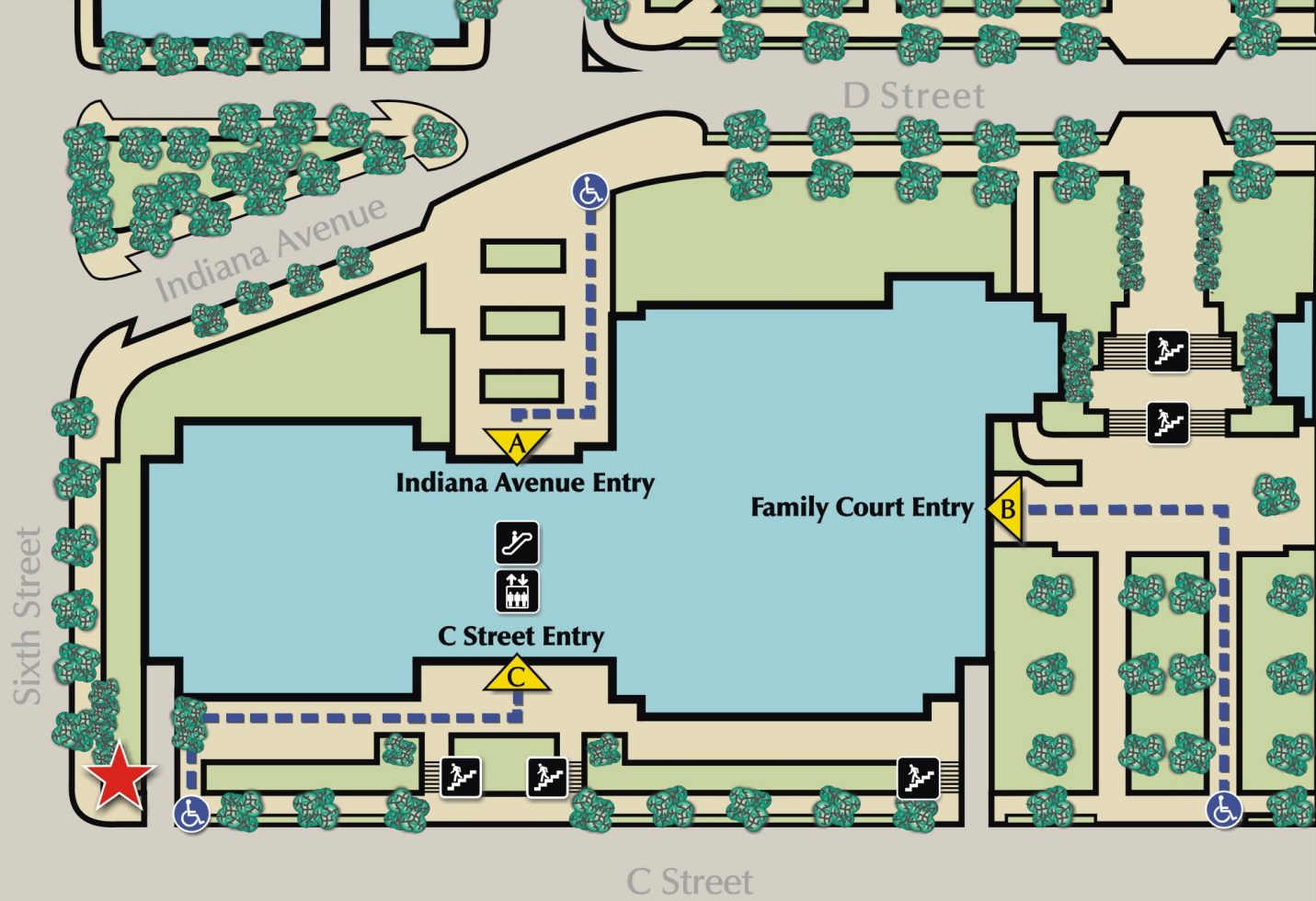


Handicap Entrance/Exit



Occupant Requiring Assistance





DESTINATION	ENTRY	DESTINATION	ENTRY	KEY
Superior Court	A	Family Court	B	You Are Here
Court of Appeals	A	Social Services	B	Escalator
Traffic Court	A	Court Personnel	C	Elevator
Jury Assembly	A			Stair
				Accessible Route
				Public Entry

SIGNAGE

Interactive Directories

- Consider Your Audience
- Cost
- Effectiveness

SIGNAGE

Anatomy of an Interior Sign Program Manual

- Contacts, Fonts & Symbol Library
- Sign Type Specifications & Mountings
- Message Schedule
- Location Maps



Project Contacts

Project

DiLorenzo TriCare
Arlington, VA

Client

Pentagon Renovat
100 Boundry Cha
Arlington, VA 222
Contact: Dagny
Phone: (703) 693

Programmer

Architectural Sig
P.O. Box 11716
Pittsburgh, PA
(412) 563-565
Contact: Scott

Manufacturer

UNICOR - 2/
5350 Corpor
Grand Rapid
1 (800) 777-
Contact: Pet

Field Rep

Lizotte Ass
3938 Mill
Edgewater
(301) 261
Contact: L

Symbols



Type Style Garamond Bold

JKLMNOP
WXYZ

hijklmn

vwxyz

67890

/&#x

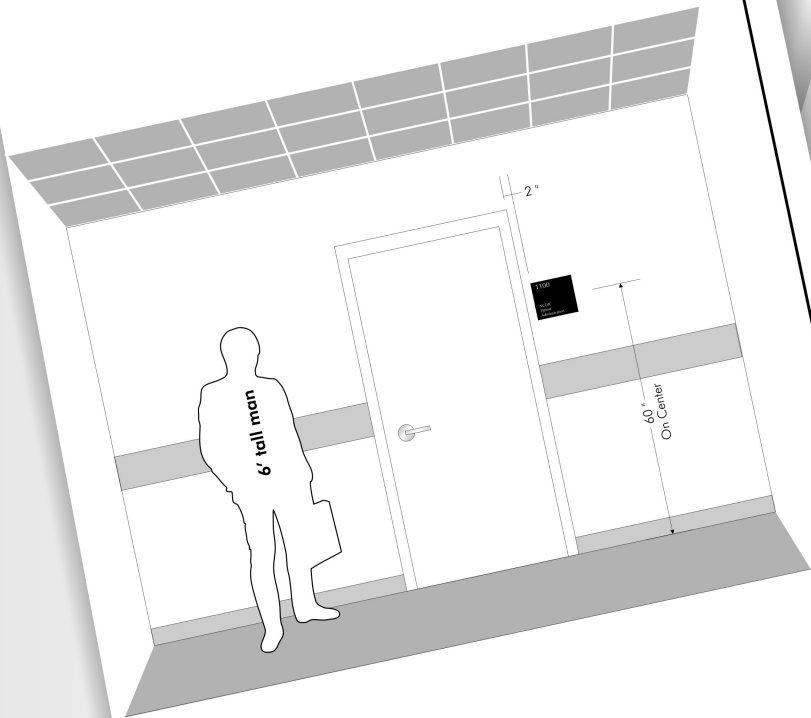
Contacts, Type Style & Symbols

Arrow Up Left (AR UL) Arrow Down Left (AR DL) Arrow Up Right (AR UR) Arrow Down Right (AR DR)

Sign Location 1

Preferred room # sign location for ADA compliance.
Mount sign on knob side of door, 2" away from door jamb, 60" on center of the sign from the floor.

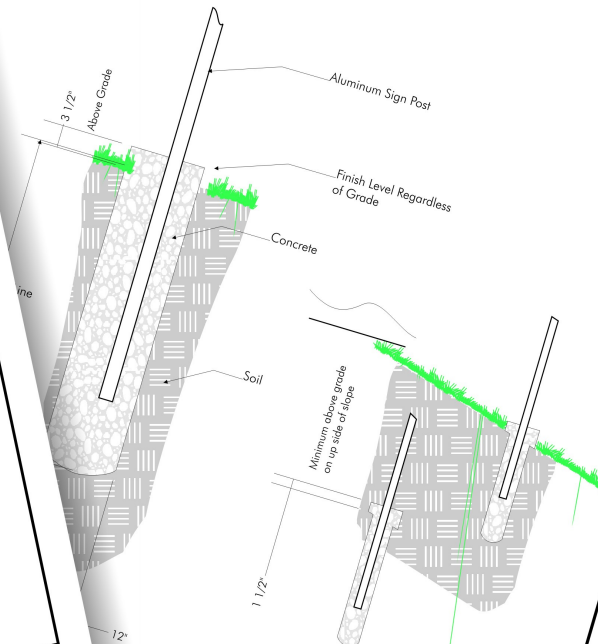
Mount Location numbers appear in the "Mt." (Mount) column of each message schedule along with mount letters that specify each sign's mounting hardware (see "Mounting Methods" page for description of each mount letter code)



Mount Detail "T" (for 2 post signs)

Direct Embedment - Refers to mount code T as defined on the "Exterior Mounting Types" page of this manual

Exterior mount Location numbers appear in the "Mt." (Mount) column of each message schedule along with mount letters that specify each sign's mounting hardware (see "Mounting Methods" page for description of each mount letter code).



Installation Details

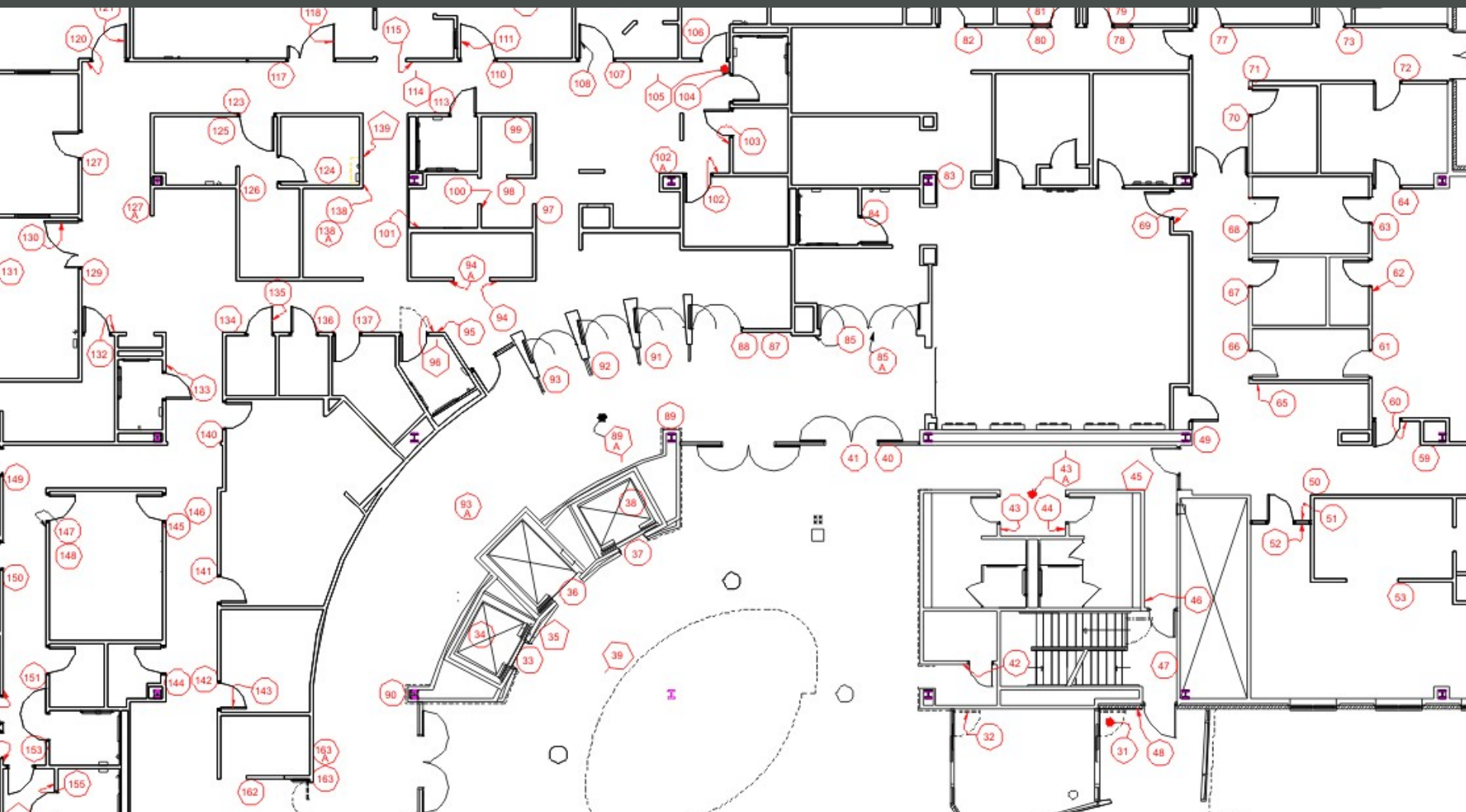
Scale: 1/16" = 1"

Interior Sign Message Schedule

	Floor #	Sign	Sign Type	Copy Line	Message	Mount	Notes
Start Basement							
	B	1	27.1	1	Elevator 51	A/6	Center over elevator doors
	B	2	76.1	1 2 3 4 5	Elevator 51 (sym STAIRS) In Case of Fire Do Not Use Elevators USE STAIRS / EXITS	A/4	Install in elevator near control panel at standard height
	B	3	NOT USED				
	B	4	1511.1	1 2 3 4 5	Evacuation Plan (sym STAIRS) In Case Of Fire Do Not Use Elevators USE STAIRS / EXITS	A/3	Supplement tape mount with silicone at time of installation
	B	5	88.2	1 2	Floor B	A/3	
	B	6	46.1a	1 2 3	T- B130 Electrical	A/1	
	B	7	46.1a	1 2 3	T- B120 Storage	A/1	
	B	8	46.1a	1 2 3	T- B110 Housekeeping / Cart Storage	A/1	
	B	9	46.2	1 2 3 4	(sym STAIRS) STAIR B EXIT Keep Door Closed	A/1	
	B	10	1212.1	1 2 3 4 5 6	BASEMENT B EXIT UP (sym AR UP) TO FLOOR 1 Stair B Serves Floors B, 1-3	A/3	Mount in stairway at visible location Owner to verify stair title
	B	11	46.1a	1 2 3	T- B400 Storage	A/1	

Message Schedule

				4 5	Do Not Use Elevators USE STAIRS / EXITS		
	B	13	46.1a	1 2 3	T- B300 Mechanical	A/1	



Location Map

THANK YOU



Scott Saunders, SEGD
Director of Design & Marketing

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